

HIGHLAND MAIN STREET MEETING
Highland Town Hall- Highland, Indiana 46322
July 11, 2019 MINUTES

Call to Order

At 6:34 PM, the Highland Main Street (HMS) meeting was called to order by President Dawn Diamantopoulos at Highland Town Hall, 3333 Ridge Road in Highland, Indiana.

Roll Call:

The following were present: Board Members Dawn Diamantopoulos, Lola McKay, Doug Van Ramshorst, Mary Ellis, Mary Wells, Julie Larson, Teri Yovkovich, Kellie Shelton, Redevelopment Director Kathy DeGuilio-Fox and Redevelopment Assistant Lance Ryskamp. Board Members Aubrey Velasquez, Marie Russo, Emily Foreit, Kali Rasala and Renee Reinhart were absent. Also present was Nan Mason, Ben Tomera and Jacqui Herrera.

Minutes:

Lola McKay made a motion, seconded by Doug Van Ramshorst, to approve minutes from June 6, 2019 meeting. The motion passed on a voice vote 7-0.

Community Garden Committee

The Redevelopment Assistant provided the Board an updated project budget and donation list. He noted that the second half of the grant from the Lake County Master Gardener's Association had been received and that all funds pledged had been taken in by the Town. He further reported the final expense owed for construction of the garden would be paid at the July Redevelopment Commission meeting.

Julie Larson reported that some of the tomato plants still needed to be staked and that volunteers were needed for watering/weeding days. She said that they were establishing work days at the site on Mondays, Wednesdays, and Saturdays. She and Kellie Shelton said they would be there on the weekend to continue weeding.

Events Committee

The Redevelopment Assistant provided the Board with an overview report on Main Street events to date.

Car Cruise

The Redevelopment Assistant provided the Board with a revised final Revenue/ Expense sheet to date for the Car Cruise. The change was due to a new ordinance, which increased the cost of security for the event.

Last Call For Summer

The Redevelopment Assistant provided the Board with a Revenue/ Expense sheet to date and a final sponsorship update for the event. He reported that the increase in security costs was estimated in the report. He advised the Board that to date the following food vendors were interested in the event: Boss Man Tacos, Jose's Family Restaurant, Nikki Rae's Sandwiches, Dogs-N-Hogs and Lulu's Licks. The consensus of the Board was to invite all who showed interest to participate. To date, he reported that food vendors offering a healthier alternative have not been located. Teri Yovkovich said she would speak to the owner of Sip Coffee to see if she would be willing to participate. The Redevelopment Assistant also reported that the 50 posters donated by CJ Printing were in and available to be distributed.

Festival of the Trail

The Redevelopment Assistant provided the Board with a Revenue/ Expense sheet to date and a vendor list for the event. He advised the Board that both the High School Camerata Orchestra and Weary Bones Bluegrass Band were interested in again performing at the event.

Also, there was discussion about the July 26th “pop-up” concert at the Community Garden site. High School musicians were going to play for about an hour prior to the performance of Willy Wonka at Main Square. It was noted that the picnic tables that had been onsite had been picked up. The Redevelopment Assistant said he would reach out to the Park Department to see if some tables can be returned to the site. Director DeGuilio-Fox advised that the Redevelopment Commissioners had requested that no additional murals be done at the end of the OCRA grant.

Art Committee

Mural- Indiana OCRA Grant

Dawn Diamantopoulos reported that the remaining two downtown murals, funded in part by a State of Indiana OCRA Grant, had been completed. Redevelopment Director DeGuilio-Fox advised the Board that there were some remaining monies left over and she was contacting OCRA to see if they can be reallocated by the state to pay for an additional mural on the west wall of 2940 Highway. Dawn Diamantopoulos said that she was pleased that the town has used female artists for the mural projects.

Downtown Promotions Committee

Director DeGuilio-Fox reported on the issue of banners in downtown. She noted that there once again have been requests to have high school football banners in downtown, and more sports-related requests are likely. She said she is working with Public Works Director, John Bach, to coordinate the scheduling of banners downtown and she wanted to make sure that if the downtown businesses wanted to purchase banners that they would have an opportunity to be on the schedule. She said that she was advised that there are 116 poles in downtown where banners could be placed.

A lengthy discussion took place on this issue. Nan Mason, of YaYa Sisters Resale Boutique, recommended instead of banners, using signage that would hang down from the banner frames. The signs would be attached by chain to the bottom of the banner bracket and allow multiple signs to hang down. The signs would be uniform in design and in place year-round, and would not interfere with the placement of banners. A discussion ensued as to how and by whom the signs could be constructed. Nan Mason said she would work on a prototype for review by the Board and the Building Department.

Further discussion ensued and Mary Ellis recommended that there be more directional signage, to allow shoppers to find streets and stores easier. Kellie Shelton suggested that there should be signage on the parking lot on the southwest corner of Highway and Kennedy. Director DeGuilio-Fox discussed the upcoming project for that parking lot, which includes repaving, moving the bike trail to the west side of the property, and construction of a “depot” with bathrooms for bike riders coming through downtown. She said the project would also provide information and signage about downtown to encourage riders to visit stores and restaurants before continuing on their bike ride. She also discussed her ongoing work with a marketing consultant, who among other things, was working on a new downtown logo. This logo may be used on a downtown banner and other promotional materials, once it is selected. Further discussion ensued and Director DeGuilio-Fox asked that the Downtown Promotions Committee meet to review logo options.

Teri Yovkovich asked if it was possible to have bike racks placed on the south side of Jewett Street, either along the bike path or on the small parking area on the southeast side of Kennedy and Jewett. Director DeGuilio-Fox said that issues involving the bike path would have to be discussed with Park Superintendent Alex Brown.

Nan Mason asked whether it would be possible to hold a "Christmas in July" sidewalk sale on the last Saturday of July. She said that she would assist by reaching out to the downtown businesses as she did last year. The Redevelopment Assistant said that as long as the Building Commissioner did not have an issue with a sidewalk sale, there would be sufficient time to get it in place. The consensus of the Board was to proceed with having the event on Saturday, July 27th.

Design/ Aesthetics & Historic Preservation Committee

No report.

Discussion

None.

Adjournment

With no further business, Doug Van Ramshorst made a motion, seconded by Julie Larson, to adjourn. It passed on a voice vote 8-0. The meeting was adjourned at 7:55 PM.